



## PRESS INFORMATION

IFSEC 2012 - Stand 4/H135

PRS004\_ELM\_IFSEC

14 – 17 May 2012

### **ELMDENE TO SPOTLIGHT FIGURES SHOWING DRAMATIC SWITCH MODE POWER ELECTRICITY SAVINGS FOR SECURITY AND FIRE APPLICATIONS AT IFSEC 2012**

Innovative electronic security and fire products manufacturer, Elmdene International Limited - a subsidiary of Potter Electric Signal, LLC - will be using IFSEC 2012 to report the results of comparative tests, based on typical operating conditions, which show that the latest switch mode PSUs (Power Supply Units) are capable of delivering electricity savings of anywhere from a half to a third compared to less efficient linear models.

Looking in more detail at Elmdene's linear versus switch mode cost analysis, when upgrading from a 1A linear PSU, with a power of 23.4 Watts, to a 1A switch mode model and 12.6 Watts, test-related calculations suggest that it is possible for an annual saving of £12.24 to be realised. This is based on projected operational costs, over 12 months, for linear of £26.59 compared to £14.35 when a switch mode option is employed - an impressive 46 per cent reduction. For an upgrade involving a 5A PSU the comparative annual saving for users is estimated to be £30.29 or 30 per cent. These calculations are based on electricity costs of 13p/KWh.

According to Elmdene, the compelling commercial and practical argument for more energy efficient systems is driving an increasing number of its customers to transition from linear to switch mode technology. This surge of interest is underlined by an impressive 75 per cent conversion rate that the company has witnessed over the past year.

Comments Justin Roberts, Sales and Marketing Director at Elmdene International Limited: "There is little doubt that switch mode power technology represents the future for PSUs and certainly this is being reflected in the demand we are seeing on the ground. Not only are switch mode units able to deliver real operational savings, as evidenced by our tests, and to help organisations reduce their carbon footprint, there is also the potential, with lower heat build-up, to provide enhanced reliability and extend component life in the field."

To see Elmdene's latest power supply solutions please visit 4/H135 during IFSEC 2012. For a datasheet outlining Elmdene's linear versus switch mode cost analysis please Tel: +44(0)23 9269 6638, email: [sales@elmdene.co.uk](mailto:sales@elmdene.co.uk) or log on to [www.elmdene.co.uk](http://www.elmdene.co.uk).

-2-

Elmdene also has a YouTube Channel which can be found at: <http://www.youtube.com/user/ElmdeneIntltd> and a Twitter account: ElmdeneIntltd.

**-ENDS-**

#### **Notes to Editor**

**For more information or an image to support this press release please contact: Tim Compston, PR Director, Compston PR on Tel: +44(0)1383 665 060, Mobile: 07910 514 943 or email: [compstonpr@gmail.com](mailto:compstonpr@gmail.com).**

#### **About Elmdene International Limited**

Founded over 40 years ago, Elmdene International Limited - a subsidiary of Potter Electric Signal, LLC - is head-quartered in Portsmouth, England, with a turnover of £10 million and has 100 employees. The fast growing company manufactures electronic products for the security, access control, CCTV and fire industries around the world. Key product lines for Elmdene include: its new innovative Merlin MGD-S Graffiti Detector which applies acoustic technology to detect aerosol-propelled spray paints, energy efficient Switch Mode power supplies which are up to 87 per cent efficient (compared to around 50 per cent for linear alternatives), a wide range of external and internal sounders, panic buttons, magnetic contacts, safe limpets, junction boxes and ancillaries.

Elmdene places a strong emphasis on quality, is accredited to BS EN9001:2000, and manufactures products to technical standards recognised around the world such as: VdS in Germany for EN54-4 power supply equipment for the fire industry, NFa2p in France, NCP in the Netherlands and INCERT in Belgium for magnetic contacts, external sounders, power supplies and inertia detectors.

For more information on Elmdene International Limited please visit: [www.elmdene.co.uk](http://www.elmdene.co.uk).